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## MARKET HIGHLIGHTS

For the week the Lamb and Veal retail activity index was 65.09% lower, feature rate was 9.8% lower, and special rate was 0.7% lower. Lamb Cuts were 78.19% lower, and Veal Cuts were 77.78% higher. For the week, Roast ads were 80.00% lower and Chop ads were 51.77% lower. Lamb features offered more ad space for Chops and Boneless Leg. Veal features offered more ad space for Breast, Leg Cutlets and Scallopini.

### Weekly Activity Index



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### METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820	28,820	
Activity Index	547	310,780	
Feature Rate (%)	0.7%	33.7%	

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

### LAMB SHANKS - DOLLARS PER LB

SHANK	Conventional	Fresh	37	7.99	19,140	7.47
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### LAMB RACK - DOLLARS PER LB

RACK	Conventional	Fresh			19,140	7.49
RIB CHOPS	Conventional	Fresh			19,140	5.49
RIBS	Conventional	Fresh			19,140	4.49

### LAMB LEG - DOLLARS PER LB

BONE-IN LEG	Conventional	Fresh			19,140	5.49
BONELESS LEG	Conventional	Fresh	107	9.99	19,140	5.99
BUTTERFLIED, BNLS LEG	Conventional	Fresh	21	7.99	19,140	6.14
LEG STEAKS	Conventional	Fresh			19,140	6.99
LEG, SHANK/BUTT	Conventional	Fresh			19,140	3.49



SEMI-BNLS LEG	Conventional	Fresh			19,140	3.99
TOP ROUND ROAST	Conventional	Fresh			19,140	8.95
TOP ROUND STEAK	Conventional	Fresh			19,140	9.49

**LAMB LOIN - DOLLARS PER LB**

LOIN CHOPS	Conventional	Fresh	37	12.15	19,140	4.49
WHOLE LOIN	Conventional	Fresh			19,140	5.49

**LAMB SHOULDER - DOLLARS PER LB**

SHLDR BLADE CHOPS	Antibiotic Free	Fresh			76	12.99
SHLDR BLADE CHOPS	Conventional	Fresh	66	8.15	19,140	5.45
SHLDR BLADE CHOPS	Grassfed	Fresh			76	12.99
SHLDR BLADE CHOPS	Halal	Fresh			76	12.99
SHLDR BLADE CHOPS	Kosher	Fresh			76	12.99
SHLDR BLADE CHOPS	USDA Organic	Fresh			76	12.99
SHLDR RND BONE CHOP	Conventional	Fresh	66	8.43	19,140	5.97
SHOULDER ROAST	Conventional	Fresh			19,140	4.97

**LAMB BREAST - DOLLARS PER LB**

BREAST	Conventional	Fresh			19,140	8.97
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**LAMB OTHER/MISC. - DOLLARS PER LB**

GROUND LAMB	Conventional	Fresh			19,140	6.49
STEW MEAT-LAMB	Conventional	Fresh	37	6.99	19,140	6.49
STEW MEAT-MUTTON	Conventional	Fresh			19,140	5.39

**VEAL RACK - DOLLARS PER LB**

RIB CHOPS	Conventional	Fresh			19,140	5.39
RIB RACK	Conventional	Fresh			19,140	8.49

**VEAL LEG - DOLLARS PER LB**

BNLS LEG	Conventional	Fresh			19,140	5.64
BNLS ROAST	Conventional	Fresh			19,140	4.64
LEG CUTLETS	Conventional	Fresh	37	14.99	19,140	5.79
TOP ROUND STEAK	Conventional	Fresh			19,140	8.47

**VEAL LOIN - DOLLARS PER LB**

LOIN CHOPS	Conventional	Fresh			19,140	4.14
T-BONE STEAK	Conventional	Fresh			19,140	8.49



VEAL CHUCK/SHOULDER - DOLLARS PER LB

SHLDR BLADE CHOPS	Antibiotic Free	Fresh			76	12.99
SHLDR BLADE CHOPS	Conventional	Fresh	16	7.99	19,140	3.79
SHLDR BLADE CHOPS	Halal	Fresh			76	12.99
SHLDR BLADE CHOPS	Kosher	Fresh			76	12.99
SHLDR BLADE CHOPS	USDA Organic	Fresh			76	12.99
SHLDR RND BONE CHOPS	Conventional	Fresh	16	8.39	19,140	4.99
SHOULDER ROAST	Conventional	Fresh			19,140	4.49

VEAL SHANK - DOLLARS PER LB

BONE-IN OSSO BUCCO	Conventional	Fresh			19,140	4.64
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VEAL BREAST - DOLLARS PER LB

BREAST	Conventional	Fresh	214	5.24	19,140	5.49
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VEAL OTHER/MISC. - DOLLARS PER LB

CUBE STEAK	Conventional	Fresh			19,140	4.72
GROUND VEAL	Conventional	Fresh			19,140	7.99
SCALLOPINI	Conventional	Fresh			19,140	7.64
STEW MEAT	Conventional	Fresh			19,140	6.24

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,058	4.2%	547

Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
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LAMB SHANKS - DOLLARS PER LB

SHANK	Conventional	Fresh	37	7.99 - 7.99	7.99
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LAMB LEG - DOLLARS PER LB

BONELESS LEG	Conventional	Fresh	107	9.99 - 9.99	9.99
BUTTERFLIED, BNLS LEG	Conventional	Fresh	21	7.99 - 7.99	7.99

LAMB LOIN - DOLLARS PER LB

LOIN CHOPS	Conventional	Fresh	37	9.99 - 14.99	12.15
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**LAMB SHOULDER - DOLLARS PER LB**

SHLDR BLADE CHOPS	Conventional	Fresh	66	7.49 - 8.99	8.15
SHLDR RND BONE CHOP	Conventional	Fresh	66	7.99 - 8.99	8.43

**LAMB OTHER/MISC. - DOLLARS PER LB**

STEW MEAT-LAMB	Conventional	Fresh	37	6.99 - 6.99	6.99
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**VEAL LEG - DOLLARS PER LB**

LEG CUTLETS	Conventional	Fresh	37	14.99 - 14.99	14.99
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**VEAL CHUCK/SHOULDER - DOLLARS PER LB**

SHLDR BLADE CHOPS	Conventional	Fresh	16	7.99 - 7.99	7.99
SHLDR RND BONE CHOPS	Conventional	Fresh	16	8.39 - 8.39	8.39

**VEAL BREAST - DOLLARS PER LB**

BREAST	Conventional	Fresh	214	4.99 - 5.49	5.24
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**Foot Notes:**

**FEATURE RATE:** the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

**ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

**STORES/AVG:** the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

**BRANDED:** includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

**NON-LABELED/OTHER:** Beef cuts advertised without a USDA Quality Grade.

**USDA Certified Organic** are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labeled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>